

LISTING OF THE CLAIMS

The following is a complete listing of all the claims in the application, with an indication of the status of each:

- 1 1. (Previously presented) A method of providing electronically, independent
2 certifications of one or more claims made for one or more products or services on which
3 customers may rely, comprising the steps of:
4 maintaining a Web page accessible electronically by one or more customers;
5 contracting with a provider of a product or service to allow verification of one
6 more claims which said provider is or will make concerning said product or service, said
7 one or more claims being verifiable by objective measures being different from
8 established industry standards;
9 verifying said one or more claims made by the provider for the product or service
10 under the terms of the contract; and
11 posting, for review by said one or more customers, information on the Web page
12 about the product or service in which said one or more claims verified as true are
13 prominently displayed as being independently certified.
- 1 2. (Previously presented) The method of providing certifications recited in claim 1,
2 wherein the Web page is accessible over the Internet by said one or more customers.
- 1 3. (Previously presented) The method of providing certifications recited in claim 2,
2 further comprising the steps of:
3 maintaining a database of verified claims for products and services provided by a
4 plurality of providers; and
5 providing customers with a search engine for searching the database for certified
6 products and services in the database.

1 4. (Original) The method of providing certifications recited in claim 3, wherein the
2 search engine responds to key words and phrases entered by customers by searching the
3 data base for certifications of product or service claims.

1 5. (Previously presented) The method of providing certifications recited in claim 1,
2 wherein the contract with the provider establishes guarantees by the provider of continued
3 compliance with the certification, and provides remedies in case of violations by the
4 provider.

1 6. (Original) The method of providing certifications recited in claim 5, wherein the Web
2 page includes links from a displayed certified product or service to details of the
3 certification for that product or service, including effective date and remedy in case of
4 violation.

1 7. (Canceled)

1 8. (Previously presented) The method of providing certifications recited in claim 6,
2 wherein the Web page is accessible over the Internet by customers.

1 9. (Previously presented) The method of providing certifications recited in claim 8,
2 further comprising the steps of:

3 maintaining a database of verified claims for products and services provided by a
4 plurality of providers; and

5 providing customers with a search engine for searching the database for certified
6 products and services in the database.

- 1 10. (Original) The method of providing certifications recited in claim 9, wherein the
2 search engine responds to key words and phrases entered by customers by searching the
3 data base for certifications of product or service claims.

- 1 11. (Previously presented) The method of providing certifications recited in claim 1,
2 wherein the steps of maintaining, contracting, verifying, and posting are performed by a
3 stand alone business separate and independent from said provider.

- 1 12. (Previously presented) The method of providing certifications recited in claim 2,
2 wherein the Web page is established by an existing business which may be a provider,
3 and the Web page identifies the existing business as the sponsor of the certification.